

Message Text

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PAGE 01 CARACA 07794 302038Z

21

ACTION ARA-10

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R 301918Z JUL 75

FM AMEMBASSY CARACAS

TO SECSTATE WASHDC 9623

UNCLAS CARACAS 7794

E.O. 11652: N/A

TAGS: AFSP, VE

SUBJ: FY1977 COMMERCIAL BUDGET BUDGET PACKAGE

REF: STATE 177435

1. POST RECOMMENDS THAT NO REQUEST FOR FUNDS FOR PARTICIPATION IN LOCAL FAIRS BE INCLUDED IN FY 1977 CBP-VE (JULY 1, 1976- SEPTEMBER 30, 1977) FOR FOLLOWING REASONS:
A. BEST PROSPECT-VALENCIA COUNTRY FAIR, PROJECTED BUT NOT FIRM, FOR ALL 1976- WOULD BE MOST ATTRACTIVE TO MANUFACTURERS OF AGRICULTURAL EQUIPMENT, IN DIRECT CONFLICT WITH USDOC- SPONSORED AGROBUSINESS EXHIBITION SCHEDULED FOR MAY 1976.

B. ANNUALLY-SCHEDULED LOCAL TRADE FAIRS (SAINT' DAY FAIRS) WOULD NOT BE SUFFICIENTLY ATTRACTIVE TO MOST US EXHIBITORS TO JUSTIFY POST-FUNDED PARTICIPATION.

C. OTHER SPECIAL TRADE FAIRS NOT YET FIRMLY SCHEDULED FOR JULY 1, 1976-SEPTEMBER 30, 1977 PERIOD. (LEAD TIME ON VENEZUELAN- SPONSORED EVENTS USUALLY SIX-MONTHS OR LESS). THEREFORE. POST CANNOT PREDICT TRADE FAIR SCHEDULE FOR THIS TIME FRAME.

2. POST HOPES TO CONCENTRATE MAJOR PROMOTION EFFORTS ON TWO USDOC SPONSORED EXHIBITIONS DURING FY1977, INCREASING OPPORTUNITIES FOR US EXHIBITOR PARTICIPATION IN THIS MARKET.

3. POST WILL CONTINUE TO REPORT POTENTIAL VEHICLES FOR US INDUSTRY PARTICIPATION AS SOON AS THEY ARE ANNOUNCED, WHENEVER THE LEAD TIME AVAILABLE WILL ALLOW USDOC TO DISSEMINATE THE OPPORTUNITY.

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